

ENTERPRISE_{IN}ACTION

Friday, 2 October 2009

Howard Frederick welcomes North American professors attending the AGSE Research Exchange conference at Unitec and Massey University, 2006.

Paul Reynolds (Global Entrepreneurship Monitor leader, Florida International University), Ted Schoen (Dean Rohrer College of Business), Kathleen Allen (Director, Lloyd Greif Center for Entrepreneurial Studies, University of Southern California)

View from Mt Maungakiekie, gifted to Aotearoa New Zealand by the founding serial entrepreneur of Auckland, Sir John Logan Campbell



Howard FREDERICK: Aca-preneur This is your life: Unitec 2000-2009

Director Pru CRUICKSHANK Producer Peter MELLALIEU

How do you maximize the impact of education for enterprise?

In 2000, Howard Frederick was recruited to Unitec Institute of Technology to establish New Zealand's first Centre for Innovation and Entrepreneurship. He also became New Zealand's longest-standing professor of entrepreneurship.

Howard began his academic career as a professor of international communication studies following doctoral research studying the communications systems technology propaganda of free-market and social-democratic regimes.

Following 15 years of teaching and publication in the US and post-communist East-

ern Europe, Howard commenced his first university position in New Zealand as Sir David Beattie Professor of Communications, Victoria University of Wellington. At VUW, he established the Electronic Commerce programme.

His pracademic interests in communications technology, and subsequently entrepreneurship have evolved to his recent focus on business education 'as though the planet mattered'. Howard's concern has been reflected in the re-write of his internationally-adopted student text in global entrepreneurship with a strong focus on issues of sustainability and eco-innovation.

Howard's most recent new enterprise venture is to establish the first Global Entrepreneurship Monitor (GEM) research programme for Pacific Island countries, sponsored by AusAID.

YOUR MISSION

Now Howard is charged with establishing Deakin University as the Australian centre of excellence for entrepreneurship education. Howard invites your questions and ideas as he launches his *cyberwaka* once more into the oceans of change.

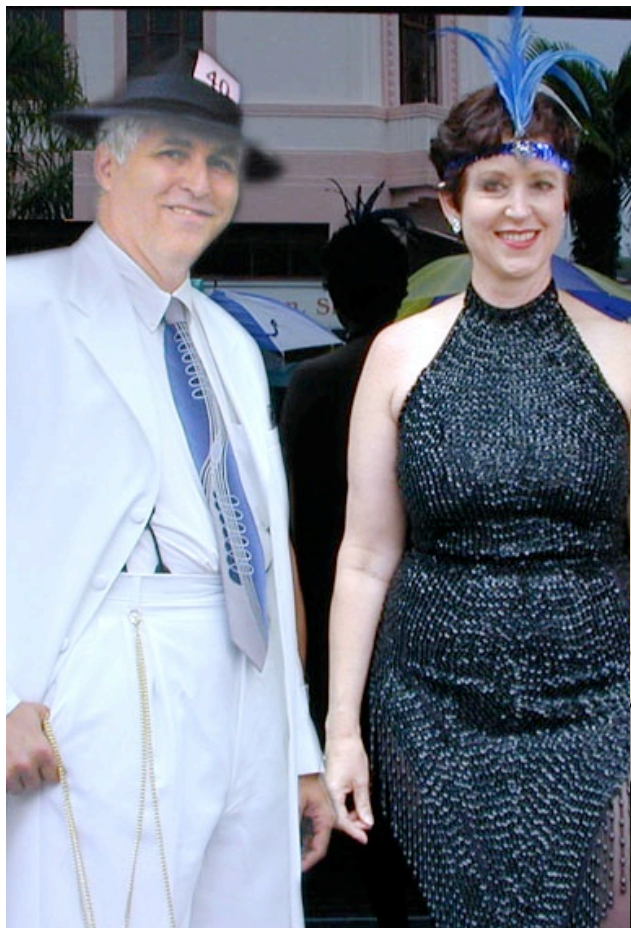
DATE/TIME/LOCATION

1600 h 2 October 2009.
Oakridge, Gate 4, Unitec

FORMAT

Karakia. FestSPRECH. Eulogie. Response. Enterprise networking. Bon voyage. Au revoir.





Howard's arrival in NZ:

The cyberwaka and The Dunedin are the two voyage images that speak to New Zealand's culture and economic history.

The Fisher and Paykel drawer dishwasher is a good example of medium technology... you put your dishes into a Pentium computer with two drawers.



A whakarewaia te kauri i te wai

Launch the great tree across the ocean

In early 2000, Unitec New Zealand offered me the position of Associate Professor in Management. I demurred at accepting the procrustean title of 'management', and contemplated the daunting challenge of launching an unknown masters degree from an unknown institution.

My unhesitating decision to accept the challenge was motivated by my knowledge that Howard Frederick had accepted a corresponding position as director of Unitec's New Zealand Centre for Innovation and Entrepreneurship.

Since 2000 I have enjoyed working with Howard directly on several of his many initiatives. Many exciting and productive. Some completely barmy. Our first venture was the foundation Global Entrepreneurship Monitor for New Zealand research project: GEM-NZ. Most recently, we collaborated on a still-born proposal to execute an 'Amazing Race for Sustainability' showcasing Unitec's fledgling research, teaching, and practice in eco-sustainability.

I find Howard's resilience truly remarkable: his ability to bounce back from substantial set-backs. To abandon projects that fail to gain traction, then commence some opaquely-related initiative. For example, when funding for a third round of the GEM New Zealand research project proved impossible to secure by the required international deadlines, Howard began to pursue nomination as member of parliament! As a true entrepreneur Howard is persistent in pursuing his 'motivation to make a difference' (Bolton & Thomp-

son, 1999, 2004) helping others create a valuable life (financially, socially, culturally) for themselves and their partners.

With my partner Beth Coleman (MBIE, 2005) Howard and Hanna have become the best of our friends. We have shared food, beer, wine, and chocolate together; walked the volcanic tracks of Ruapehu; and sailed the Hauraki Gulf.

Howard is the rare creative that values - rather than disparages - the creative ideas of others, thereby avoiding the team catastrophe of Belbin's *Apollo Syndrome* (2004). For instance, I was delighted that my suggestion for a question on eco-sustainability issues was incorporated into his survey of training needs of Rosebank business precinct. The final survey result identified that almost one-quarter of the precinct's businesses want help in addressing sustainability issues. That research finding has been enormously helpful in refining and motivating my own R&D initiatives (Mellalieu, 2009).

Howard arrived at Unitec to grow tall poppies. Howard himself arrived a tall American poppy. Through Unitec, Howard has developed into a *kauri* - the great, dignified tree under which many, many creatures begin their conception, growth, and development. I wish our great kauri great safety, good fortune, and productivity in its voyage to join our Australian cousins.

Peter J MELLALIEU



festSPRACH: Howard FREDERICK

The transition to sustainable enterprise development

Your academic domain has developed from international relations, through e-commerce incubation, and then entrepreneurship. What were the defining moments in your career that attracted you to the domain of entrepreneurship? ... and more recently, your focus on sustainable enterprise development?

Value-for money

Unitec has invested over \$1 million in your initiatives since you arrived in 2000. What are the most significant legacies you leave for Unitec and its new leadership? Beyond funding your position, how else has Unitec supported your professional growth and development?

GEM Research on Maori and indigenous entrepreneurship

Your work with the Global Entrepreneurship Monitor research program pioneered study of indigenous ethnic communities within the GEM framework. You are currently GEMing around several Pacific indigenous communities. What has been the legacy of your GEM research for the development of Maori entrepreneurship?

Educating entrepreneur educators

You were introduced to the role of experiential education for entrepreneurs as part of the Unitec foundation MBIE in 2001. Since then, you continued to learn with and teach entrepreneur educators in the United States, Colombia (in Spanish), and Malaysia. What excites you about your role as a teacher of entrepreneurship educators?

Auckland's attractions

You arrived to Auckland from Wellington on the coat-tails of a promotion by your partner Dr Hanna Frederick. As a new American citizen to the city of sails, when you leave for Melbourne, what aspects of the city and New Zealand might you most regret leaving?

Not everyone has the talent and temperament to be a successful, serial entrepreneur.... But everyone can become more enterprising.

John Thompson
(1999)

Doey more than hui.

Howard Frederick
(1999)

The organising committee for the AGSE Research Exchange. Joint conference held at Unitec and Massey University, 2006.

From right: Professor Pieter Nel (Head of Department, Unitec School of Management and Entrepreneurship) Howard Frederick, Xenia Haysom (AGSE Research Exchange Project Manager), Ken Simpson (Director - Unitec Master of Business), Rosemary Bradshaw (Project Manager - Unitec), Murray Gillin (Founder, Australian Graduate School of Entrepreneurship), Kathy Lynch (AGSE Research Exchange Manager), Shannon Seal, (Project Assistant, Unitec), Noel Burchell (Unitec School of Management and Entrepreneurship)



Howard's way Milestones on the web

The big American arrives in Aotearoa with grand ideas

New Zealand's Voyage into the Knowledge Economy. Professor Frederick's first major presentation in New Zealand:
<http://pssm.ssc.govt.nz/1999/papers/hfrederi.asp>

GEM New Zealand

<http://www.gemconsortium.org>.

Follow links to publications, national reports, New Zealand

Practicing what he preaches

<http://www.learnpreneurship.com>

Purchase Howard's publications for raising entrepreneurial finance:

<http://www.lulu.com/hfrederick>.

(Sample Google book version [here!](#))

New directions: Keynote address 2009

Entrepreneurship as if the Planet Mattered, West Java, Indonesia July 22-23, 2009
<http://www.slideshare.net/hfrederick/frederick-indonesia>

New contact

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"Entrepreneurship as if the planet mattered"... this book's motto grabbed my attention. So many themes in the book resounded with my own experience as an entrepreneur... No other book has come to grips so comprehensively with the dual crisis of climate change and economic collapse.

Terri Irwin, environmental entrepreneur, Australia Zoo in the foreword to Howard Frederick & Donald Ku-ratko, *Entrepreneurship Theory Process & Practice*, 2nd Asia-Pacific edition (Melbourne: Cengage Learning, 2010)

Right: Book launch 2007. Howard's former dean, Unitec Faculty of Business from 2000, Prof. Gael McDonald. His new dean at Deakin.

Below right: Facilitating academics professional development workshop: *Teaching entrepreneurs through experiential education*, Malaysia, 2008

Below left: The young professor preparing for entry to undergraduate studies at Stanford University, California.



Cuban-American Radio Wars: Ideology in International Telecommunications

The book is a valuable source work.... some readers may be bemused by its tracing Cuba and other 'peoples' democracies' back to the tradition of Rhode Island and Roger Williams. Robert. D. Cresweller, *Foreign Affairs*, Fall, 1986

